

This listing of claims will replace all prior versions, and listings of claims in the application.

LISTING OF CLAIMS:

1. (Canceled)
2. (Canceled)
3. (Canceled)
4. (Canceled)
5. Canceled
6. (Currently Amended) ~~The method of claim 5 further comprising the steps of:~~

A method of displaying an intermediate message in a web browser executed on a client computer, comprising the steps of:

identifying an active display window of the web browser;

defining size and dimensions of a message display window encompassing the intermediate message;

identifying an unused display space within the active display window corresponding to the defined size and dimensions of the message display window;

defining a pattern corresponding to a background pattern of the active display window, wherein the step of identifying an unused display space within the active display window comprises comparing blocks of pixels within the active display window to the defined background pattern;

monitoring the state of the active display window to determine if there is a change in content of the active display window to produce a new active display window;

monitoring a period of time that the active display window is active;

identifying an area in the new active display window corresponding to the location of the message display window in the active display window;

determining if the area in the new active display window is unused; and

displaying the intermediate message in the area if the active display window is unused, or identifying an alternative unused area within the new active display window if the area is not unused.

7. (Currently Amended) The method of claim 4 6 wherein the intermediate message is an advertising text message generated and provided to the client computer by a third party content provider coupled to the client computer over a computer network.

8. (Currently Amended) The method of claim 4 6, further comprising the step of storing the intermediate message in a memory of the client computer.

9. (Currently Amended) The method of claim 4 6 wherein the client computer is coupled to a web server computer over the Internet network, and wherein the client computer executes client processes operable to transmit and receive data files over the World Wide Web portion of the Internet, and further wherein the ~~web page data~~ intermediate message comprises Hypertext Markup Language (HTML) data executable by the client processes.

10. (Currently Amended) A system for displaying an intermediate message ~~to a plurality on a computer,~~ comprising:

a server computer hosting a message service; and

a ~~plurality of~~ client computers coupled to the server computer, each running a browser programs and each having a visual display projecting a graphic user interface of the browser program and an input device which can control at least some functions of the browser programs; wherein the client computer is configured to

~~a computer network providing a communication link between the server computer and the plurality of client computers; and~~

~~a database in communication with the network for storing intermediate messages;~~

~~wherein the client computer executes a process operable to:~~

identify empty space in an active display page, re-identify and capture unused space within the active display page when page contents and layout change in response to user commands, and determine varying usable clear area size and boundary for intermediate message display;

define a pattern corresponding to a background pattern of the active display window, and compare blocks of pixels within the active display window to the defined background pattern;

monitor the state of the active display window to determine if there is a change in content of the active display window to produce a new active display window, and monitor a period of time that the active display window is active; and

identify an area in the new active display window corresponding to the location of the message display window in the active display window, determine if the area in the new active display window is unused, and display the intermediate message in the area if the active display window is unused, or identify an alternative unused area within the new active display window if the area is not unused.

11. (Original) The system of claim 10 wherein the active display page comprises a background pattern consisting of a constant predefined red-green-blue (RGB) pixel color pattern.

12. (Canceled)

13. (Canceled)

14. (Original) The system of claim 10 wherein the intermediate message is an advertising text message generated and provided to the client computer by a third party content provider coupled to the client computer over the computer network.

15. (Currently Amended) The system of claim 10 wherein the intermediate message is stored temporarily in a memory of the ~~plurality of~~ client computers.

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)